

Creative New Business League(Singapore) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Singapore Institute of Management, Institute of Mental Health, Philips Project	6.33	Philips Asia Pacific	5.93
2	2	Ogilvy	IPC, Health Promotion Board Project, IBM Project	2.64		2.62
3	3	Grey Group	Lenovo Project, Microsoft Digital Project, Ferrero SEA	1.84		1.84
4	5	Y&R	Institute for Adult Learning	1.08		1.08
5	6	Publicis	Singapore Sports Council, Koh Brothers Development Project, GMP Project	1.07		1.07
6	7	BBH	Huawei	1.00		1.00
7	8	TBWA	Nanyang Academy of Fine Arts, StarHub Project, Oracle Project	0.93		0.93
8	4	McCann WorldGroup	Hewlett Packard	1.19	Ferrero SEA	0.69
9	9	Leo Burnett	Symantec Asia Pacific, IKEA	0.54		0.54
10	10	Iris	3M, SingTel, Costa Coffee	0.25		0.25
11	11	JWT	Pizza Hut	0.15		0.15
12	12	Saatchi and	Bintan Resorts International	0.05		0.05
13	13	Euro RSCG	Merck Sharp & Dohme	0.04		0.04
14=	14=	Dentsu		0.00		0.00
14=	14=	Crush		0.00		0.00
14=	14=	Bates		0.00		0.00
14=	14=	M&C Saatchi		0.00		0.00
14=	14=	DraftFCB		0.00		0.00
19	19	Lowe	MCYS Fostering Care, Ministry of Community	0.17	IKEA	(0.33)
20	20	BBDO	TomTom Project, Paragon, Food Republic	0.04	SCA Hygiene	(0.73)

Media New Business League(Singapore) – Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MPG	Temasek, Old Chang Kee, Paragon Shopping Centre	2.04		2.04
2	2	PHD	Hotel.com Digital, Auric Pacific	1.18		1.18
3	3	Mindshare	StarHub, UOL Limited, Allswell Trading	0.90	NETS	0.86
4	4	Initiative	Subway, MCYS Project, NETS	0.43		0.43
5	7	MEC	Centre for Enabled Living, Singapore Human Capital Summit 2012, Estetica	0.37		0.37
6	6	Starcom MediaVest	E*Trade, Singapore Polytechnic	0.29		0.19
7	10	Universal McCann	FIC, Suntec, SingPost Project	0.20	H&M	0.10
8=	5	OMD	Monster, Ngee Ann Polytechnic, IKEA	0.44		0.07
8=	9	Dentsu Media	Ministry of Agriculture, Forestry and Fisheries of Japan	0.10	Matrix Singapore	0.07
10	14	Carat	Colliers International, CIMB Search, Philips Search	0.29	Beaute Prestige International	0.03
11	8	Maxus	Costa Cruises, Workplace Safety and Health Council, Sacoor Brothers	0.17	Centre for Enabled Living	0.02
12	11	Vizeum		0.00		0.00
13=	13	ZenithOptimedia	Energy Market Authority, Ministry of National Development, Science Centre Board	0.34	Esplanade	(0.01)
13=	12	MediaCom	RBS	0.05		(0.10)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 months using data supplied by 26 multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI for clients across the region.

